Orders

Order / Rev:

Alt Order #:

06815977

Product Desc:

JOE HECK 4 CONGRESS

Estimate:

2214

Flight Dates:

10/15/12 - 10/21/12

Original Date / Rev:

05/24/12 / 07/25/12

Order Type:

GENERAL



Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Placement, Inc.

Buying Contact:

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

Advertiser

Name:

Priority:

Heck Joe for Congress

Product Codes:

Revenue Codes:

Demographic:

A35+

PLC02

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

BII! Plan

Start Date End Date 10/01/12

Spots Gross Amount Net Amount 10/21/12 86 \$39,075.00

Totals

Totals

Month October 2012 # Spots Gross Amount 86 \$39,075.00

\$39,075.00

Net Amount Rating \$33,213.75 0.00

\$33,213.75

0.00

Account Executives

Account Executive Amy McCreary

Sales Office Sales Region

Start Date / End Date Start Of Order - End Of Order

\$33,213.75

Order % 100%

86

Order Share KSNV

Market

37% 100%

Share

\$39,075.00 \$105,608.11

Total

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVVU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type \$	Spots	Amount
E 1	KSNV	10/15/12	10/19/12	M-F 5-6a WakeUp	w/WagMI	5-6a	MTWTF	:30	5	\$200.003	0.00 NM	5	\$1,000.00
				M-F 5-6a WakeUp	w/Wagners								•
	NEWS												
	<u>Star</u>	rt Date I	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating				1		
W	eek: 10/	15/12	10/21/12	MTWTF	5	\$200.00	0.00						

Print Date: 07/26/12 10:38:40

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Order / Rev.

102144

06815977

144

Advertiser:

Estimate:

Heck, Joe for Congress

Alt Order #: Flight Dates:

10/15/12 - 10/21/12

Product Desc:

JOE HECK 4 CONGRESS

2214

4 CONGRESS KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/15/12	2 10/19/12	M-F 5-6a WakeUp	~	5-6a	MTWTF	:30	5	\$200.003	0.00 NM	5	\$1,000.00
	NEWS			M-F 5-6a WakeU _l	o w/vvagners								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
-	eek: 10/1		10/21/12	MTWTF	5	\$200.00	0.00						
E 2	KSNV	10/15/1:	2 10/19/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	•	6-7a	MTWTF	:30	10	\$475.002	0.00 NM	10	\$4,750.00
	NEWS			IVII O-7 a VVanco	o www.agnoro								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/1		10/21/12	MTWTF	10	\$475.00	0.00		- 10	A#88 888			
E 3	VOINA	10/15/1	2 10/19/12	Today Show Today Show	СМ	658a-9am	MTWTF	:30	10	\$500.003	0.00 NM	10	\$5,000.00
	TODAY			, -/									
141		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10/ KSNV		10/21/12 2 10/19/12	MTWTF M-F Today Show	10	\$500.00 9-10a	0.00 MTWTF	:30	5	\$225.003	0.00 NM	E	#1 40° 00
L7	NOITE	10/10/1/	2 10/10/12	M-F Today Show		J-10a	INTERNATION OF	.30	J	φ 22 0.003	U.UU INIVI	5	\$1,125.00
	TODAY			-									
10.	<u>Star</u> //eek: 10	<u>t Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$225.00	Rating 0.00						
				M-F Today Show		10am-11am	MTWTF	:30	5	\$175.003	0.00 NM	5	\$875.00
				Today 4th Hour				,,,,	·	\$110.000	0.00 1111	3	ψ010.00
	TODAY		Cod Data	\$64 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	O 1 - 8AI 1.	D-1-	B. ()						
W	<u>Star</u> 10/1:eek	<u>t Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$175.00	Rating 0.00						
			2 10/19/12	Noon News	CM	12-1230pm	MTWTF	:30	5	\$225.003	0.00 NM	5	\$1,125.00
				Noon News						•		_	* 1,1.20.20
	NEWS	t Date	End Date	Weekdays	Spots/Week	Doto	Doting						
W	<u>اعاد</u> 10/ eek: 10/		10/21/12	MTWTF~-	<u>Spots/Week</u>	<u>Rate</u> \$225.00	Rating 0.00						
E 7	KSNV	10/15/1	2 10/19/12	Dr. Phil	СМ	3-4p	MTWTF	:30	2	\$250.003	0.00 NM	2	\$500.00
	PHIL			Dr Phil									
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
w	/eek: 10/		10/21/12	MTWTF	2	\$250.00	0.00						
E 8	KSNV	10/15/1	2 10/19/12	M-F Early News	СМ	5-630p	MTWTF	:30	15	\$575.003	0.00 NM	15	\$8,625.00
	NEWS			M-F Early News									
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10/		10/21/12	MTWTF~-	15	\$575.00	0.00						
E 9	KSNV	10/15/1	2 10/19/12	M-F Jeopardy	CM	630-7pm	MTWTF	:30	5	\$795.002	0.00 NM	5	\$3,975.00
	JEP			M-F Jeopardy									
		t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
h	/eek: 10/		10/21/12	MTWTF~~	5	\$795.00	0.00						
⊨ 10	KSNV	10/15/1	2 10/19/12	M-F Wheel M-F Wheel of For	CM	7-730pm	MTWTF~-	:30	5	\$795.002	0.00 NM	5	\$3,975.00
	WHEEL			With Whice of the	tuno								
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10/		10/21/12	MTWTF Face to Face w/ F	Salatan CM	7	0.00	-00		\$450.000	0.00 104	_	** **
	KONV	10/15/1	2 10/19/12	Face to Face w/		730-758pm	MTWT'F	:30	5	\$450.002	0.00 NM	5	\$2,250.00
	FACE												
14	<u>Star</u> /eek: 10/	t Date	End Date 10/21/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating						
				M-F News 3 at Ele	even CM	\$450.00 11pm-1135p	0.00 m MTWTF	:30	5	\$575,003	0.00 NM	5	\$2,875.00
2			3.13/12	M-F News 3 at El		p. 11 1100p	ciinii =	.00	5	ψο ε ο, σσο	U.UU INIVI	٦	φ2,070.00
	NEWS	-t D	E-4 D-4	16th alore	0	5 '	D. II						
\/	<u> Stal</u> /eek:10	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> MTWTF	Spots/Week 5		Rating 0.00						
·			2 10/19/12		СМ	1135p-1237a		:30	3	\$275.002	0.00 NM	3	\$825.00

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KSNV

Totals

\$39,075.00

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Order / Rev:

102144

Advertiser:

Heck, Joe for Congress

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06815977

10/15/12 - 10/21/12

Product Desc: Estimate: JOE HECK 4 CONGRESS

2214

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount The Tonight Show **Tonight Show** LEN Start Date End Date Weekdays Spots/Week Rating Rate MTWTF--Week: 10/15/12 10/21/12 \$275.00 0.00 E14 KSNV 10/20/12 10/21/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 \$525.003 0.00 NM ----SS 2 \$1,050.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rating <u>Rate</u> ----SS Week: 10/15/12 10/21/12 \$525.00 0.00 E 15 KSNV 10/20/12 10/20/12 News 3 Sunrise - SATURIM 6a-7a \$200,002 ----S-:30 0.00 NM 1 \$200.00 News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----S-\$200.00 0.00 E 16 KSNV 10/20/12 10/20/12 Saturday Today CM 7a-9am ----S-:30 \$325,002 0.00 NM \$325.00 Saturday Today SAT TODAY Rating Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 ----S-\$325.00 0.00 E 17 KSNV 10/21/12 10/21/12 Sunday Today 7a-8am CM ----S :30 \$250.004 0.00 NM \$250.00 Sunday Today **SUN TODAY** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$250.00 0.00 E 19 KSNV 10/20/12 10/20/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$350.003 0.00 NM 1 \$350.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S-1 \$350.00 0.00